

MALAYSIA MEDIA LANDSCAPE









Country Overview

MALAYSIA IS A SMALL COUNTRY WITH A FAST-GROWING ECONOMY

Overview of Malaysia



CAPITAL

Kuala Lumpur

\$365 billion

REGION

Asia

31,949,777

GDP PER CAPITA, PPP

\$29,620

AREA

329,847 SQ.KM

Malaysia has a constitutional monarchy headed by a mostly ceremonial monarch, who appoints a prime minister.

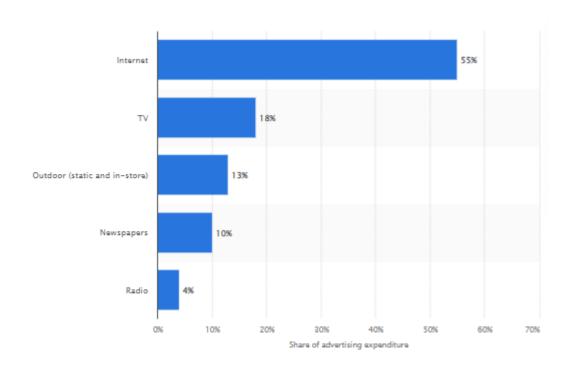
Malaysia is a major exporter of electrical appliances, electronic parts and components, palm oil and natural gas.

Contemporary Malaysian culture has indigenous, early Hindu, early modern, Islamic and Western influences.

Media Consumption Overview

TRADITIONAL MEDIA CONTINUE TO REACH AT LEAST 4 IN 5 MALAYSIANS

Share Of Advertising Expenditure In Malaysia In 2021, By Media Type









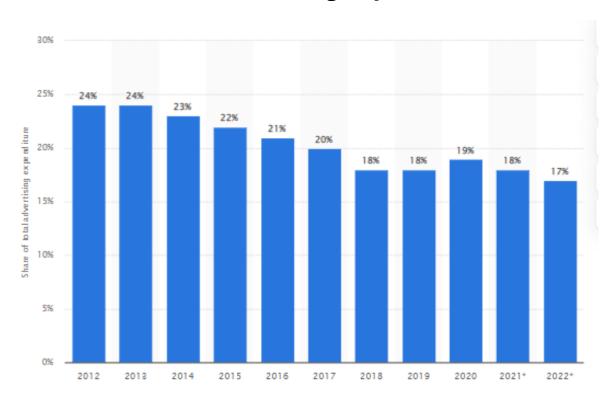


Print is the 3rd widely traditional media consumed (49%)

TV Consumption

NEWS, REALITY TV AND FEMALE ORIENTATED PROGRAMMES SAW SIGNIFICANT SPIKES IN 2020

Television advertising expenditure 2021

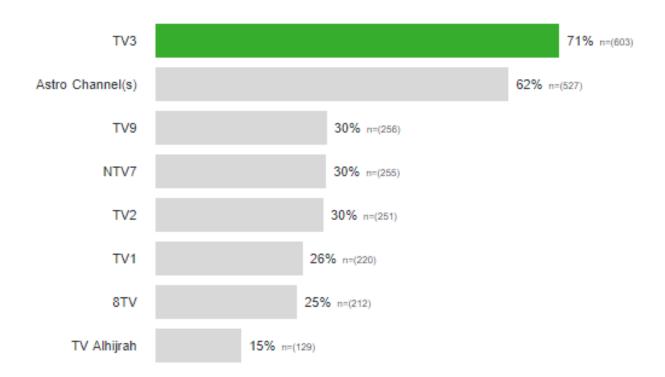


- There are currently 8 national free-to-air terrestrial television stations in Malaysia and 2 national pay subscription television stations in Malaysia.
- Audiences in Malaysia watched an average of seven hours and seven minutes of TV a day

TV Consumption

TOP TV CHANNELS

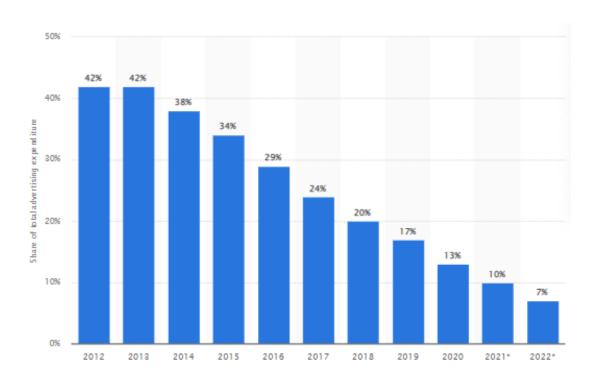
Leading local television channels



Print Consumption

PRINT NEWSPAPERS ARE STILL RELEVANT IN MALAYSIA DESPITE A SPIKE IN ONLINE TRAFFIC

Advertising Expenditure On Newspapers In 2021

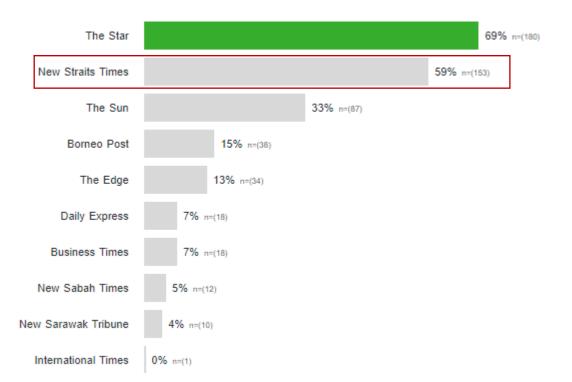


- There are over 30 newspapers and tabloids published mainly in Malay, English, Chinese and Tamil.
- 51% of respondents in a survey by <u>Vase</u> stated they or their family sometimes purchased their own copy of newspapers, while 26% said they had a monthly/yearly subscription.
- Reputation of print media relies on credibility and most Malaysians still favor it over social media due to fake news and misinformation.

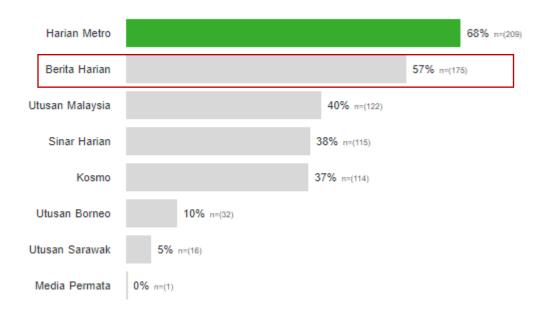
Print Consumption

TOP PRINT TITLES

Leading English Print Newspaper



Leading Malay Print Newspaper



Print Consumption

TOP PRINT TITLES

The New Straits Times Daily Circulation: 30,929

The New Straits Times is an English-language newspaper published in Malaysia. Its strong conviction for a stable, progressive nation-building, brings to its audience a rich editorial content that has garnered huge following of movers and shakers, and key decision makers, paving the way to a united and progressive Malaysia.

Berita Harian Daily Circulation: 106,754

Berita Harian (BH) is a Malay-language daily newspaper published in Malaysia owned by the New Straits Times Press. The newspaper publishes the latest news around the world and gives in-depth opinions on various topics.





Radio Consumption

RADIO REMAINS AN INFLUENTIAL AND STRONG ENGAGEMENT MEDIA

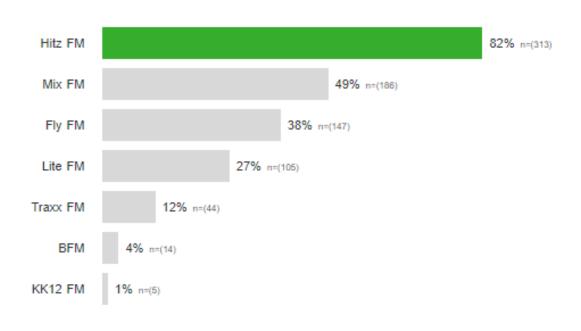


- Most of the radio listeners in Malaysia are in Selangor, with about 5.2 million people listening to the radio.
- Some 80% of listeners say they trust the information they receive from their favorite radio presenters.
- Radio is popular among younger listeners (20-29 years old) hitting 4.8 million in weekly reach.
- Among all the different languages, Bahasa Malaysia stations are most popular with radio audiences.

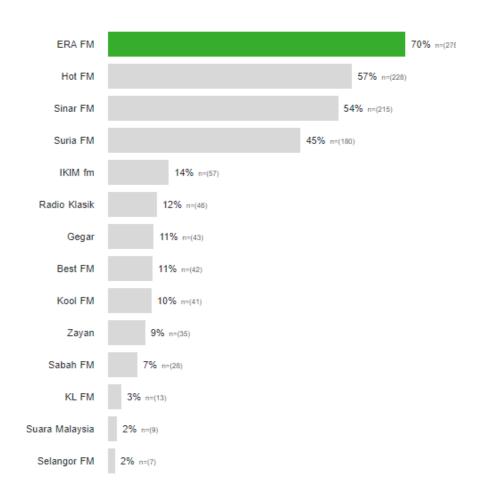
Radio Consumption

TOP RADIO STATIONS

Leading English Radio Stations



Leading Malay Radio Stations



THE NUMBER OF INTERNET USERS IN MALAYSIA INCREASED BY 2.8% BETWEEN 2020 AND 2021



MALAYSIANS SPEND MOST OF THEIR TIME ON YOUTUBE PER VISIT



MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FUIL-YEAR 2021



٠	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLECOM	7.258	52.7%	47.3%	12M 025	974
02	YOUTUBE.COM	2.968	18.5%	81.5%	24M 13S	13.05
03	FACEBOOK.COM.	1.868	57.9%	42.1%	9M 315	827
04	WHATSAPROOM	749M	16.6%	83.4%	3M.OHS	1.53
0.5	SHORECOM.MY	562M	35.1%	64.9%	10M.26S	11.48
06	INSTAGRAM.COM	425M	59.0%	41.0%	9M.025	13.95
07	TWITTER.COM	411M	58.9%	41.1%	11M 23S	13.12
08	MARANIZUCOM.MY	302M	642%	35.8%	6M.275	8.96
09	WIKIPEDIA ORG	302M	52.7%	47.3%	3M 505	3.12
10	MODERNARYALAM	223M	78.5%	21.5%	SM.185	411

	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PERVISIT	PA GES PER VISIT
11	GOOGLE COM MY	222M	28.2%	71.8%	7M.275	20.22
12	QUIZIZZ.COM	216M	76.5%	29.5%	6M.095	8.62
13	ZDOMUS	188M	34.6%	65.4%	4M 385	3.28
14	YAHO O.COM	187M	23.0%	77.0%	6M.51S	571
15	NETFLIX.COM	169M	5.1%	94.9%	10M.415	4.86
16	ROBLOXCOM	160M	5.5%	94.5%	17M 345	8.88
17	WORDWALLNET	147M	89.9%	10.1%	OM 425	4.46
18	THESTAR.COM.MY	145M	72.9%	27.1%	3M 165	227
19	LAZADA COM MY	145M	37.7%	62.3%	7M.135	8.01
20	HMETRO.COM.MY	133M	87.5%	12.5%	3M 035	266

THE NUMBER OF SOCIAL MEDIA USERS IN THE US INCREASED BY 8% BETWEEN 2021 AND 2022

OVERVIEW OF SOCIAL MEDIA USE FEB 2022 HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENTUNIQUE INDIVIDUALS) NUMBER OF SOCIAL YEAR-ON-YEAR CHANGE IN SOCIAL MEDIA USERS MEDIA USBRS 365 30.25

+8.0% +2.3 MILLION

SOCIAL MEDIA USERS vs. POPULATION AGE 13+

114.9%

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA



3H 02M

SOCIAL MEDIA USERS

vs. TOTAL INTERNET USERS



102.4%

YEAR-ON-YEAR CHANGEIN TIME SPENT USING SOCIAL MEDIA



+0.6% +1 MIN





48.6%

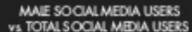


AVERAGE NUMBER OF SOCIAL PLATFORMS USED EACH MONTH



GWI.

8.2





51.4%

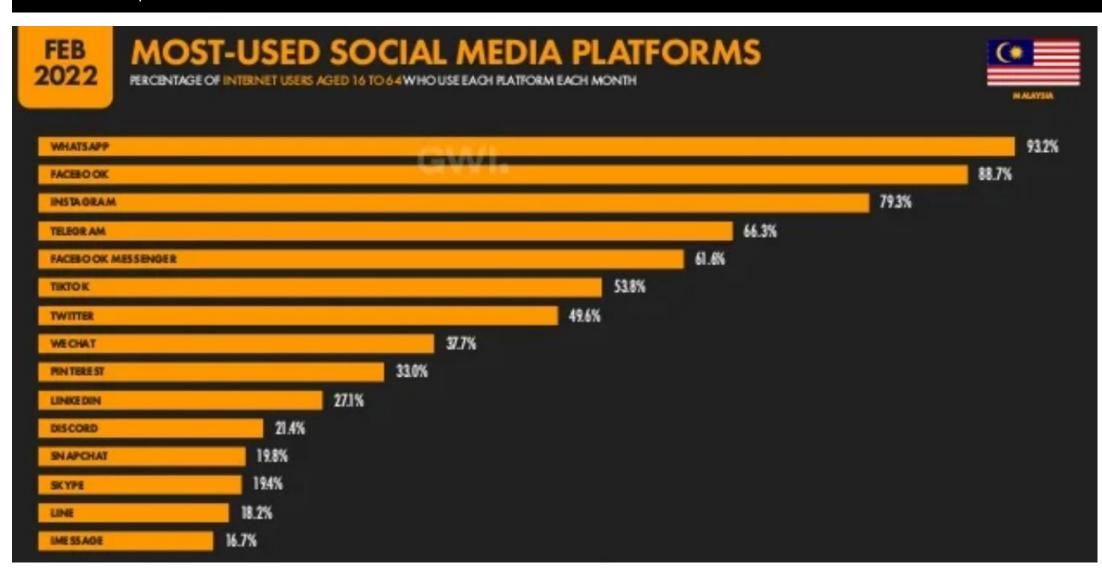
91.7%

MILLION

SOCIAL MEDIA USERS

vs. TOTAL POPULATION

WHATSAPP, FOLLOWED BY FACEBOOK ARE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



Outdoor Sites

WOLO HOTEL – JALAN BUKIT BINTANG





City: Kuala Lumpur

Format: Digital

Size:

Screen 1: 1680 pixel (H) x 750 pixel (W)

Screen 2: 1000 pixel (H) x 480 pixel (W)

Screen 3: 1408 pixel (H) x 768 pixel (W)

Screen 4: 1000 pixel (H) x 240 pixel (W)

Screen 5: 1440 pixel (H) x 1000 pixel (W)

No. Of Screens: 5

Outdoor Sites

DAMEN MALL





City: Subang Jaya

Format: LED Screen

Size:

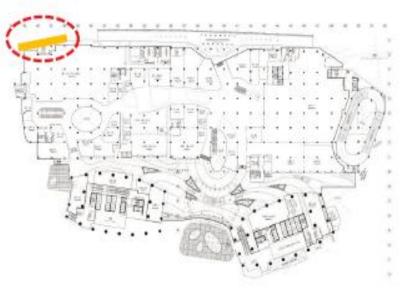
87.35ft(W) x 36.96ft(H)

No. Of Screens: 1

Outdoor Sites

PARADIGM MALL





City: Petaling Jaya

Format: LED Screen

Size:

14.4m(W) x 25.6m(H)

No. Of Screens: 1

Let's Discuss

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